

### **REMARKS**

Applicants have carefully studied the outstanding Official Action. The present response is intended to be fully responsive to all points of rejection raised by the Examiner and is believed to place the application in condition for allowance. Favorable reconsideration and allowance of the application is respectfully requested.

Application as examined included claims 1-26. Claims 1, 5, 9-10, 14 and 18-26 are currently amended. Claims 2-4, 6-8, 11-13 and 15-17 are unchanged.

Claims 1-26 stand rejected under 35 U.S.C. 102(e) as being unpatentable over Lewis (U.S. 2002/0065752).

Lewis describes an integrated financial data reporting system providing real time data entry, assessment, and report generation, including message formatting, database management, and select applications for preparing sophisticated financial presentations in essentially real time.

Applicants express appreciation to Examiner Gerald Vizvary and Examiner Ella Colbert for the courtesy of an interview, which was granted to Applicant Matan Arazi and Applicants' representative, Sanford T. Colb (Reg. No. 26,856). The interview was held in the USPTO on November 28, 2007. The substance of the interview is set forth in the Interview Summary.

At the interview, the claims were discussed vis-à-vis the prior art of Lewis. The Interview Summary states, in relevant part, "Mr. Colb and Mr. Arazi discussed proposed amendments with the examiners wherein they indicated a description of a trading system of physical goods rather than virtual goods. The applicants said they would be filing an official amendment and that they would not traverse any reasonable restrictions of the claims."

As discussed at the interview, applicants respectfully submit that Lewis relates exclusively to financial transactions and does not relate to transactions involving physical goods,

which are the subject of the present invention. Transactions involving physical goods involve significant parameters regarding, for example, shipping and storage, which are not relevant to the subject matter of the Lewis patent publication.

Applicants have amended independent claims 1, 5, 9-10, 18-23 and 25-26 to include the recitation "price information items relating to physical goods," which distinguishes over Lewis. Applicants have amended independent claims 14 and 24 to include the recitation "at least one relevant previous transaction relating to physical goods, wherein relevance is a function of at least one user-defined parameter defining a proposed transaction relating to physical goods," which distinguishes over Lewis.

None of the additional prior art of record, either alone or in combination, show or suggest the presently claimed invention as recited in independent claims 1, 5, 9-10, 14 and 18-26.

Claims 2-4 and 17 each depend directly or ultimately from claim 1 and recite additional patentable subject matter and therefore are deemed allowable. Claims 6-8 each depend directly from claim 5 and recite additional patentable subject matter and therefore are deemed allowable.

Claims 11-13 each depend directly or ultimately from claim 10 and recite additional patentable subject matter and therefore are deemed allowable. Claims 15-16 each depend directly from claim 14 and recite additional patentable subject matter and therefore are deemed allowable.

Applicants have carefully studied the remaining prior art of record herein and conclude that the invention as described and claimed in the present application is neither shown in nor suggested by the cited art.

Applicants reserve the right to pursue the claims as filed in the context of a continuation application.

Application No. 10/510,669  
Amendment dated January 9, 2008  
Reply to Office Action of October 17, 2007

Docket No.: 06727/1200442-US1

In view of the foregoing remarks, all of the claims are believed to be in condition for allowance. Favorable reconsideration and allowance of the application is respectfully requested.

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Respectfully submitted,

By 

S. Peter Ludwig

Registration No.: 25,351

DARBY & DARBY P.C.

P.O. Box 770

Church Street Station

New York, New York 10008-0770

(212) 527-7700

(212) 527-7701 (Fax)

Attorneys/Agents For Applicant